



WXYZ

## ORDER

Print Date 09/24/12

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Flight Dates 10/02/12-10/08/12

<b>WXYZ</b> DETROIT			<u>Order Sep</u>	00:20:00		
		<u>Product</u>	<u>Estimate #</u>	<b>1541 Week 5</b>		
<u>Contract / Revision</u>	<b>305655</b>	/	<u>Citizens for Affordable Quality Hon</u>	<u>Alt Order #</u>		
<u>Original Date / Revision</u>	07/24/12	09/20/12	<u>Agency Com</u> 15%	<u>Billing Type</u> Cash		
			<u>Billing Contact</u>	<u>Order Type</u> GENERAL		
<u>Advertiser</u>	<b>Citizens for Affordable Qual</b>		<u>Billing Cycle</u>	EOM/EOC		
			<u>Billing Calendar</u>	BROADCAST		
			<u>Demographic</u>	A25-54		
<u>Agency</u>	<b>New Media Firm</b>		<u>Rev Codes</u>	POL	POL	ISS
<u>Buying Contact</u>	<u>Sales Office</u>	EWSDC	<u>Product Codes</u>	PL		
<b>1322 G Street SE</b>	<u>Sales Region</u>	NAT	<u>Priority</u>	P-1		
<b>Washington, DC 20003</b>	<u>Agency Ref</u>	2	<u>Advertiser Ref</u>			

## Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	71	\$62,560.00	\$73,600.00	0.00	10/01/12	10/08/12	71	\$62,560.00	\$73,600.00
Totals	71	\$62,560.00	\$73,600.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals Amount
N 1	WXYZ	10/02/12	10/08/12	430 AM News 7 Action News This Morni	CM	430a-5a	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	- 1111--	4	\$150.00	0.00										
Week: 10/08/12	10/14/12	1- -----	1	\$150.00	0.00										
N 2	WXYZ	10/03/12	10/05/12	5am News M-F 5am News M-F	CM	5-6am M-F	-- 1- 1--	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12	10/07/12	-- 1- 1--	2	\$400.00	0.00										
N 3	WXYZ	10/02/12	10/08/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00





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Contract / Revision**305655**Flight Dates**10/02/12-10/08/12**Hiatus DatesOriginal Date / Revision

07/24/12/ 09/20/12

Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1541 Week 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N14	WXYZ	10/03/12	10/05/12	6p News 6-630pm M-F	CM	6-630pm M-F	-- 1 - 1 --	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   - 1 - 1 --   2   \$1,200.00   0.00															
N15	WXYZ	10/02/12	10/08/12	7p News M-F 7-730p	CM	7-730pm M-F	11- 1 - --	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   - 1 - 1 --   2   \$1,200.00   0.00															
Week: 10/08/12   10/14/12   1 - - - - -   1   \$1,200.00   0.00															
N16	WXYZ	10/06/12	10/06/12	Access Saturday Sat 7-8pm	CM	7-8pm Sat	-----S-	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -----S-   1   \$1,000.00   0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1 WXYZ 10/01/12-10/07/12 Access Saturday   7-8pm Sat   -----Sa-- :30(\$1,000.00) 0.00 NM															
See MG 16.2 [inv code is EARLY NEWS SA 7PM]															
2 NXYZ 10/06/12-10/06/12 Early News Sa 7p (Foll Sport:7pm Sat)															
MG for 16.1 10/06															
N17	WXYZ	10/07/12	10/07/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -----S   1   \$750.00   0.00															
N18	WXYZ	10/03/12	10/05/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	-- 1 - 1 --	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -- 1 - 1 --   2   \$1,800.00   0.00															
N19	WXYZ	10/02/12	10/08/12	Late News M-Su 11pm Action News Updat	CM	11-1135pm M-Sun	11- 1 - 1 -	:30	4	\$2,000.00	P-4	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   - 1 - 1 -   3   \$2,000.00   0.00															
Week: 10/08/12   10/14/12   1 - - - - -   1   \$2,000.00   0.00															
N20	WXYZ	10/02/12	10/08/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am	M11111--	:30	5	\$750.00	P-4	0.00	NM	5	\$3,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -1111--   4   \$750.00   0.00															
Week: 10/08/12   10/14/12   1 - - - - -   1   \$750.00   0.00															
N21	WXYZ	10/02/12	10/08/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am	M-11111--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -1111--   4   \$250.00   0.00															
Week: 10/08/12   10/14/12   1 - - - - -   1   \$250.00   0.00															
N22	WXYZ	10/02/12	10/08/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	11111--	:30	5	\$150.00	P-4	0.00	NM	5	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -1111--   4   \$150.00   0.00															
Week: 10/08/12   10/14/12   1 - - - - -   1   \$150.00   0.00															
N23	WXYZ	10/06/12	10/06/12	SA 1130p-1230a SA Greys	CM	1130pm-1230am	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12   10/07/12   -----S-   1   \$250.00   0.00															
N24	WXYZ	10/07/12	10/07/12		CM	1130pm-12am	-----S	:30	1	\$550.00	P-4	0.00	NM	1	\$550.00



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Contract / Revision**305655**Flight Dates**10/02/12-10/08/12**Hiatus DatesOriginal Date / Revision 07/24/12 / 09/20/12Order Sep 00:20:00Advertiser **Citizens for Affordable Qua** Product **Citizens for Affordable Qua** Estimate # **1541 Week 5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
<b>Sports Update 1130-12m SU 1130p-12a</b>																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$550.00			0.00						
N25	WXYZ	10/08/12	10/08/12	Monday Prime C Castle	CM	10-11pm	Monday	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/08/12	10/14/12	M-----		1	\$5,000.00			0.00						
N26	WXYZ	10/02/12	10/02/12	Tuesday Prime B Happy Endings / Apt23	CM	9-10pm	Tuesday	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-T-----		1	\$9,000.00			0.00						
N27	WXYZ	10/04/12	10/04/12	Thursday Prime C Scandal	CM	10-11pm	Thursday	--T---	:30	1	\$5,000.00	P-4	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	--T---		1	\$5,000.00			0.00						
N28	WXYZ	10/05/12	10/05/12	Friday Prime C 20/20	CM	10-11pm	Friday	----F--	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	----F--		1	\$4,000.00			0.00						
N29	WXYZ	10/06/12	10/06/12	ABC Saturday Night Food ABC's Saturday Night Foc	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S-		1	\$3,000.00			0.00						
N30	WXYZ	10/07/12	10/07/12	Sunday Prime A AFHV	CM	7-8pm	Sunday	-----S	:30	1	\$3,000.00	P-4	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	-----S		1	\$3,000.00			0.00						
														<b>Totals</b>	<b>71</b>	<b>\$73,600.00</b>